

**Future Collin County  
Outer Loop**

**377**

**16,312 VPD (#22)**

**Aubrey  
High School**

**High Pointe  
287 SF Lots +  
38 AC Commercial**

**Palladium Aubrey**



**BRYAN HAGGARD  
LAND GROUP**

[www.BryanHaggardLand.com](http://www.BryanHaggardLand.com)



**±6.65 Acres Available**  
**SEC of Highmeadow Dr & Betty Ln**  
**Aubrey, Texas 76227**

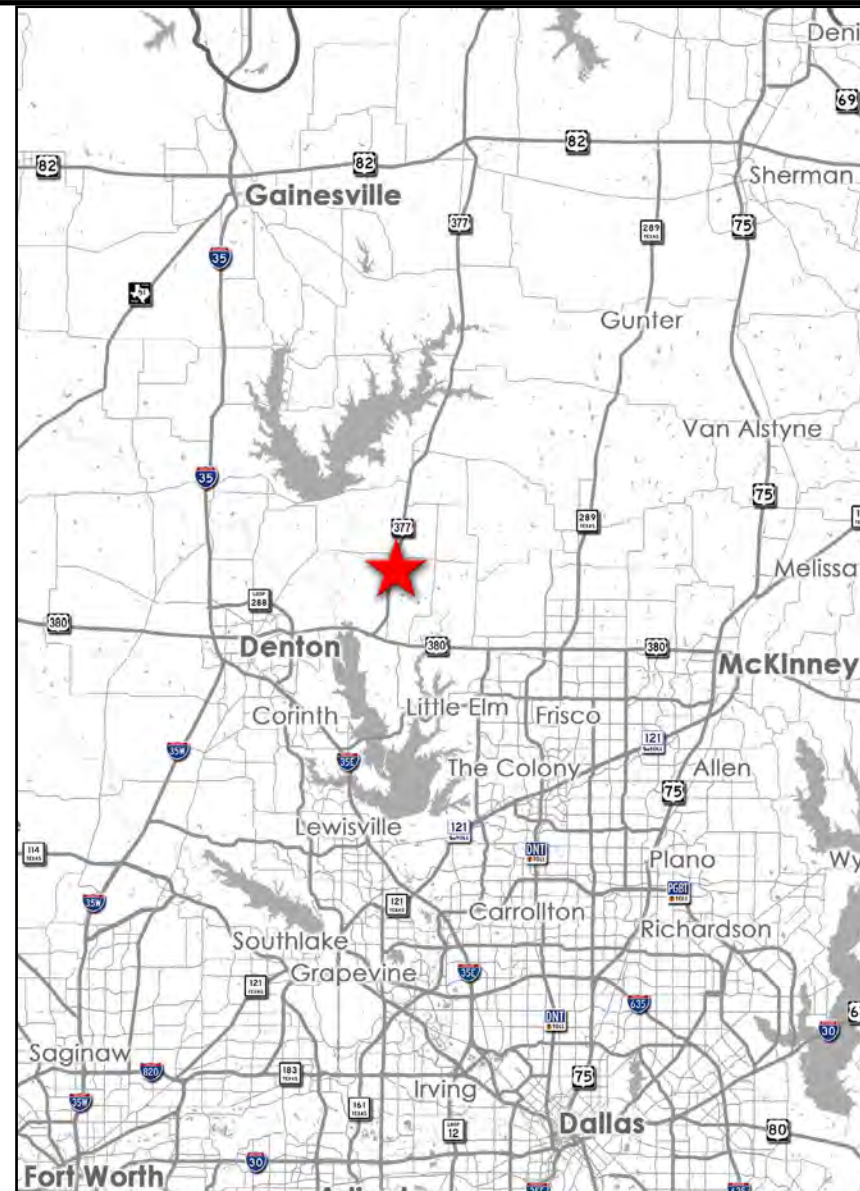
**BRYAN HAGGARD LAND GROUP** has been exclusively retained to present Aubrey Meadows; a strategic development opportunity situated on the southeast corner of Highmeadow Dr. and Betty Ln, in the dynamically expanding city of Aubrey, TX. Spanning approximately 6.65 acres, this site offers 5.65 acres zoned for **multifamily** development accommodating 18-21 units per acre, plus an additional 1 acre zoned within the **shopping center zoning district**. The property enjoys 194 feet of frontage on Betty Ln and is notably located just a quarter mile north of Aubrey High School, an institution highly rated at A- by Niche.com, enhancing its appeal to families.

Strategically positioned amidst new home developments, Aubrey Meadows benefits from the burgeoning residential growth that encircles the site. This locality is not only **5 miles north** of prominent retailers such as **Walmart, McDonald's, and Chick- il-A** but is also approximately **13 miles from the PGA Frisco Golf Resort & Fields West Development**, and **24 miles from The Dallas Cowboy's Headquarters and Star Facility**. These proximities offer ample recreational and lifestyle opportunities to potential residents and visitors. Furthermore, the site is conveniently located 36 miles from DFW Airport, providing superb connectivity for commuters and travelers.

The demographic landscape within a 7-mile radius showcases a robust average household income exceeding \$100,000 and a projected **population growth rate of 28.5% over the next five years**. This underscores a strong and increasing demand for both residential and retail development. Utilities are well-prepared for development initiatives, with a 10' wastewater stubbed and an 8' water looped system in place.

Considering the surrounding new home developments, the multifamily zoning of the majority of the property offers a golden opportunity for addressing the area's housing demand, which is amplified by the local economic upswing and the enhancement of community amenities. The additional acre allocated for a dining or shopping experience will complement the residential units, creating a comprehensive living and entertainment enclave that caters to the needs of a growing population.

Aubrey Meadows represents a unique investment in a Texas community poised for significant growth, combining strategic location advantages with robust demographic and economic indicators. This makes it an exceptional prospect for investors looking to capitalize on both residential and commercial real estate development in a flourishing region.



**JOSH BRYAN**  
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**5 MILE DEMOGRAPHIC SNAPSHOT**

2023 Population	2028 Proj. Pop.	Households	Avg HH Income
34,539	42,015	12,580	\$123,574

**AVAILABLE:** ±6.65 Total Acres  
**PRICE:** Call for Pricing  
**ZONING:** ± 5.65 Acres is zoned Multi-family (18-21 upa)  
 ± 1 Acre is Zoned Shopping Center  
**UTILITIES:** 10' Wastewater Stubbed, 8' Water Looped

- HIGHLIGHTS:**
- ¼ of a mile from Aubrey High School and Hwy 377
  - Over 420,000 employees located within 20 miles of the site as of 2023
  - 194 ft. of frontage on Betty Ln
  - Aubrey ISD (A- Niche.com)
  - 5 miles North of major retailers Walmart, Whataburger, Chick- fil-A, McDonald's and many others.
  - Approximately 13 miles from the PGA Frisco Golf Resort and Fields West Development
  - Approximately 24 miles from The Dallas Cowboy's Headquarters and Star Facility
  - 36 Miles from DFW Airport
  - Average Household incomes over \$100,000 with a population growth rate of 28.5% over the next 5 years within a 7 mile radius

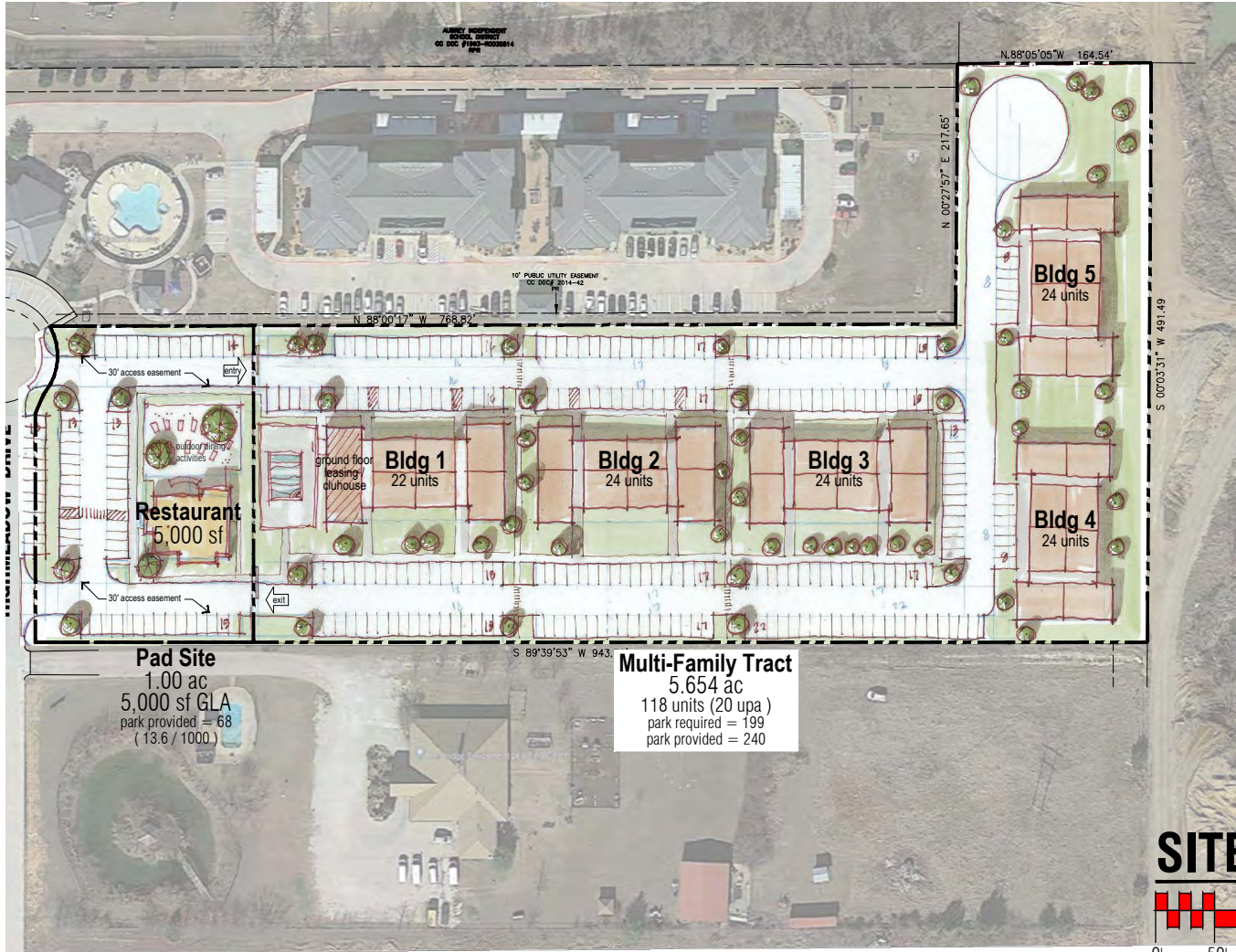






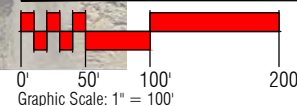


**CONCEPT PLAN**



UNIT MATRIX					
BUILDING	FLOORS	1 br per Building	2 br per Building	3 br per Building	TOTAL UNIT PER BLDG
1	3	12	6	4	22
2	3	12	6	6	24
3	3	12	6	6	24
4	3	12	6	6	24
5	3	12	6	6	24
1	Clubhouse	700 sf	900 sf	1100 sf	
<b>TOTAL UNITS</b>		<b>60</b>	<b>30</b>	<b>28</b>	<b>118</b>
<b>PERCENTAGE</b>		<b>50%</b>	<b>25%</b>	<b>25%</b>	<b>100%</b>
	<b>Parking Ratio</b>	<b>1.5 / BR</b>	<b>1.75 / BR</b>	<b>2.0 / BR</b>	
	<b>Parking Required</b>	<b>90</b>	<b>53</b>	<b>56</b>	<b>199</b>
	<b>Parking Provided</b>				<b>240</b>

**SITE PLAN**







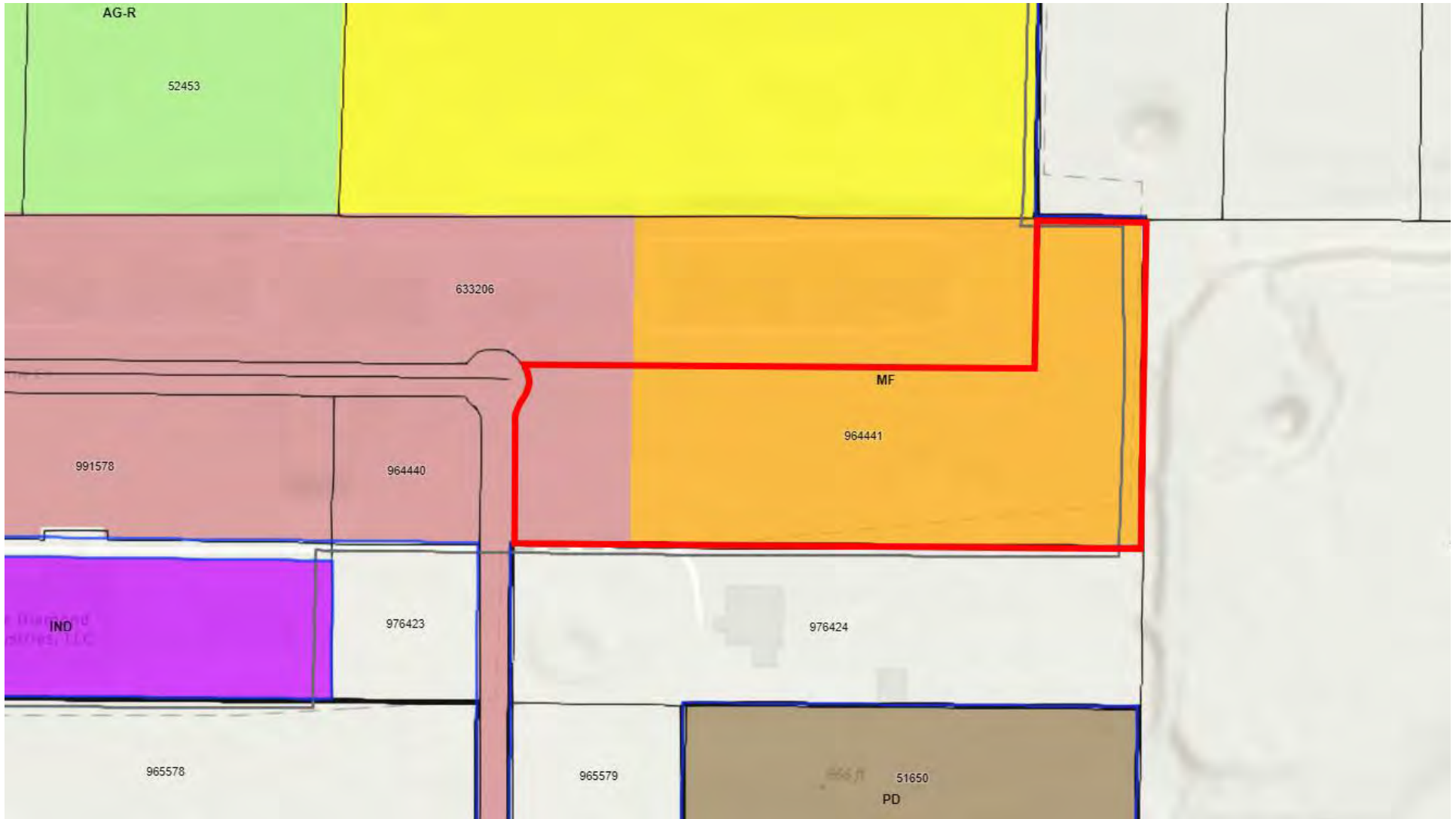
UTILITY EXHIBIT



CONTOUR MAP



ZONING MAP



## DEVELOPMENTS IN AUBREY, ARGYLE, LITTLE ELM AMONG TOP-SELLING IN THE US

Five residential developments on the outskirts of Dallas-Fort Worth were among the top-selling master-planned communities in the nation in the first half of 2023, according to a new report.

Communities in Aubrey, Little Elm, Northlake, Argyle and Celina made RCLCO Real Estate Consulting's midyear list. Aubrey's Silverado, a DR Horton Development, was the highest-ranked local community, tying for No. 19 with a community in Ave Maria, Florida with 355 home sales.

These North Texas Communities made the list:

- Silverado (No. 19) Aubrey, D.R. Horton, 355 sales
- Union Park (No. 37) Little Elm, Hillwood Communities, 263 sales
- Pecan Square (No. 42) Northlake, Hillwood Communities, 230 sales
- Harvest (No. 46) Argyle, Hillwood Communities, 220 sales
- Lilyana (No. 48) Celina, Hillwood Communities, 216 sales



Texas had 22 communities on the list, topped by Katy's Sunterra near Houston at No. 3 with 669 sales. Sun Belt cities dominated master-planned home sales this year, with The Villages in Florida at No. 1 with 1,960 sales.

RCLCO compared sales of each community in the first half of 2023 to the first half of 2022. Sales in Silverado dropped 41% compared to the same period a year ago. Sales were up in the other DFW communities. Celina's Lilyana did not report sales in the first half of 2022.

At the end of 2022, RCLCO reported that sales amount the top-selling communities declined by 20% compared to 2021. The company said some of that decline has since recovered after builders used incentives such as discounts and mortgage-rate buy-downs to boost sales.

Over half of developers and master-planned community representatives reported strong optimism for sales in the second half on the year, according to the research firm's survey. Local builders sold a record number of homes in the spring as the inventory of existing homes remained low while sellers held back on listings due to still-elevated mortgage rates.

## WILKS DEVELOPMENT PARTNERS WITH FRISCO EDC ON FIREFLY PARK DEVELOPMENT

Firefly Park is slated to feature 3 million square feet of Class A office space, 400,000 square feet of upscale retail, dining, and entertainment, along with 1,200 hotel rooms, 230 townhomes, 1,970 mid-rise and high-rise residential units, plus many other “world-class” amenities.

Wilks Development and the Frisco Economic Development Corp. have signed a development agreement that launches Phase One of construction and development for Firefly Park, a 242-acre mixed-use, master-planned development including 159 acres owned by Benbrook-based Wilks and 59 acres owned by Frisco EDC.

The Firefly Park site is at the intersection of U.S. 380 and Dallas North Tollway along PGA Parkway, one of the most prominent gateways to the neighboring PGA of America Headquarters and Omni PGA Frisco Resort.

“When Wilks Development purchased this land back in 2015, its plans were modest,” Frisco Mayor Jeff Cheney said in a statement. “Wilks upped its game when the PGA of America announced it was coming to Frisco. It’s exciting to see the vision evolve into a world-class development. Firefly Park will be one of the premier destinations in North Texas.”

Ultimately, Firefly Park is slated to feature 3 million square feet of Class A office space, 400,000 square feet of upscale retail, dining, and entertainment, along with 1,200 hotel rooms, 230 townhomes, 1,970 mid-rise and high-rise residential units, plus many other “world-class” amenities.

Wilks said the heart of the development will be a 45-acre signature park and open space featuring a chain of lakes, an illuminated and immersive outdoor art walk, miles of hike and bike trails, fountain views, and family-friendly playgrounds.

According to Wilks, the development is expected to attract tourists and residents with an aesthetic wedding chapel, event lawn, and amphitheater that will be fully programmed and activated throughout the year.

The ‘PGA halo effect’

The Frisco EDC and Frisco North Development LLC, a subsidiary of Wilks Development, will collaborate to construct the initial phase of public infrastructure, including streets and roads, medians, driveways, turn lanes, fire lanes, water lines, wastewater mains, drainage, electric utilities, gas utilities, and telecom/fiber networks, Wilks said.



Wilks added that upon completion, Mahard Parkway will be built out to a divided four-lane boulevard that connects PGA Parkway to US 380. A new bridge for pedestrians, cyclists, and vehicles will be built across a lake and open space along Shearwater Boulevard, creating “stunning views” for users.

The first phase of the development agreement requires the construction of the Dream Hotel, 650,000 square feet of Class A office, upscale dining and shopping, and the 45-acre park, the company said.

“Firefly Park is part of the ‘PGA halo effect’ accelerating development in north Frisco,” Frisco EDC President Jason Ford said in a statement. “The infrastructure partnership creates ready-to-build sites to help attract major headquarters to Frisco. There is a high demand for more walkable, mixed-use environments with a blend of premier corporate and lifestyle facilities – Firefly Park will offer exactly that. The immersive art walkway will make it unique from every other mixed-use development in North Texas.”

Frisco’s qualities attracted Wilks Development to build there.

“It’s no secret why Frisco has been one of the fastest-growing cities in the U.S.,” President Kyle Wilks said in a statement. “It embodies everything we want in a community: one of the lowest tax rates in the region, leadership that’s responsive to the businesses and residents, and an overall culture of success. We expect Firefly Park to continue the success and further stimulate the growth that began in Frisco several decades ago. We appreciate the Frisco EDC’s partnership and commitment to bringing this project to life.”

Source: <https://dallasinnovates.com/wilks-development-partners-with-frisco-edc-on-firefly-park-development/>



## FRISCO FIELDS WEST MOVES FORWARD

Fields West, a multibillion-dollar mixed-use development, will bring luxury brands, restaurants, retail and office space to Frisco's north side.

The development, along the Dallas North Tollway, took the latest steps toward its mid-2026 opening date in January as the Frisco Planning and Zoning Commission approved several open space and site plans. Roads are already under construction as it relates to the project, officials said.

Preleasing is also underway with a number of businesses committing to open in the development, though details could not be shared, said Rand Horowitz, founding partner of SHOP Companies, which is overseeing the leasing of Fields West.

"The level of interest at the earliest stages has been unobstructed and almost immediately engaging by the retailers," Horowitz said. "We're honestly exceeding our expectations [of] how the market has taken to the vision of the asset."

The project includes:

- 350,000 sq. ft. retail, restaurant and entertainment space
- 1,200 multifamily units
- 375 hotel rooms planned
- 325,000 sq. ft. office space
- The background

Fields West is a 55-acre project within the greater 2,500-acre Fields development. Fields West is across the Dallas North Tollway from the planned Universal Kids Resort in Frisco. Universal is also expected to open in 2026.

Fields West is being developed by Fehmi Karahan and The Karahan Companies, which also developed Legacy West in Plano. Karahan is the president and CEO of The Karahan Companies and has been since 1992. The Fields project will be similar to Legacy West but bigger, officials said. Legacy West's mixed-used component, which is comparable to Fields West, is 34 acres.

The greater Fields development is a \$10 billion project compared to Legacy West's \$3 billion price tag, according to 2021 data. The Fields development includes Fields West, The Professional Golfers' Association of America resort and golf course and several residential neighborhoods—which will house at least 10,000 residents.

It is too early to anticipate the economic impact of the Fields West project, but Roe said she sees the development as a way to attract and keep people and their money in Frisco.





“People who might historically have just gone to Legacy West will now have an opportunity to find something new and very similar and different in its own right here in Frisco,” Roe said.

### **Diving deeper**

The development brings with it two luxury hotels with The Ritz-Carlton and an Autograph Collection by Marriott, which will contribute to the city’s hotel occupancy tax rates and tourism, said Gloria Salinas, Frisco Economic Development Corporation vice president.

“If you would have asked a Frisco resident 10-15 years ago about a Ritz-Carlton or some of these other kinds of luxury brands, whether you [would] see that in Frisco, they may have found it hard to believe,” Frisco Mayor Jeff Cheney said.

The additional hotel occupancy funds, which are generated when people stay in hotels, would go toward community projects, Roe said. Estimations on how much the new hotels will bring are unknown at this time.

The tourism that a development like Fields West will bring will trickle down to the existing businesses, as well, Roe said.

### **What they’re saying**

“What it does for our residents is not only does it bring amenities nearby that will serve their day-to-day needs but also helps with our tourism,” Frisco Mayor Jeff Cheney said.

“A development like Fields West will bring in new corporate headquarters [and] new offices, which brings in new employees that can then be patrons of our other existing businesses,” said Christal Howard, Frisco Chamber of Commerce President and CEO.

### **Looking ahead**

Roe said having Fields West in north Frisco will attract those north of US 380 as opposed to them traveling further south for older shopping developments.

“If you’re coming from out of town, you’re not going to pass a huge mall to go to another huge mall,” she said.

The development will also bring with it office space, which Salinas projects will bring in corporate headquarters and employment options to Frisco residents.

As of 2019, only around 14% of Frisco residents worked in the city, with the rest commuting to their jobs, according to EDC data.

“The job growth hasn’t been able to keep up with [Frisco’s] population boom,” Salinas said. “Building out our corporate community is really important to the EDC.”

*Source: <https://communityimpact.com/dallas-fort-worth/frisco/development/2024/02/20/frisco-fields-west-moves-forward/>*

## DEMOGRAPHIC SUMMARY

Highmeadow Dr, Aubrey, Texas, 76227  
 Ring of 3 miles

### KEY FACTS

12,800

Population

42.0

Median Age



4,852

Households

\$76,425

Median Disposable Income

### EDUCATION

3.0%

No High School Diploma



28.8%

High School Graduate



28.8%

Some College/  
Associate's Degree



39.5%

Bachelor's/Grad/Prof Degree

### INCOME



\$89,725

Median Household Income



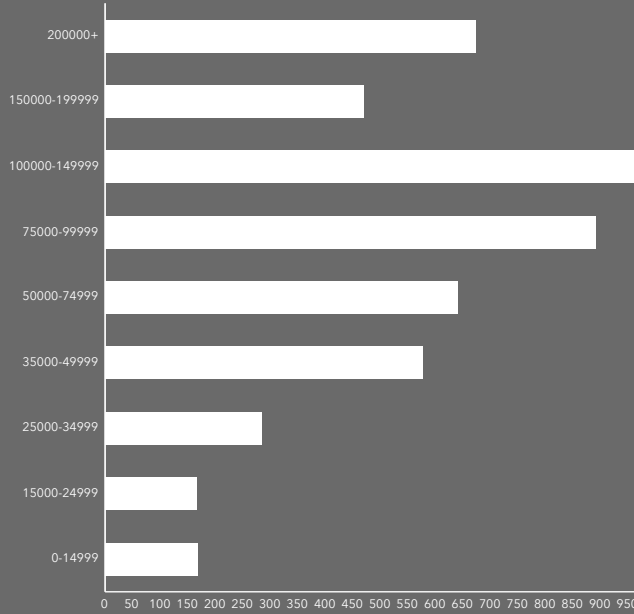
\$47,365

Per Capita Income

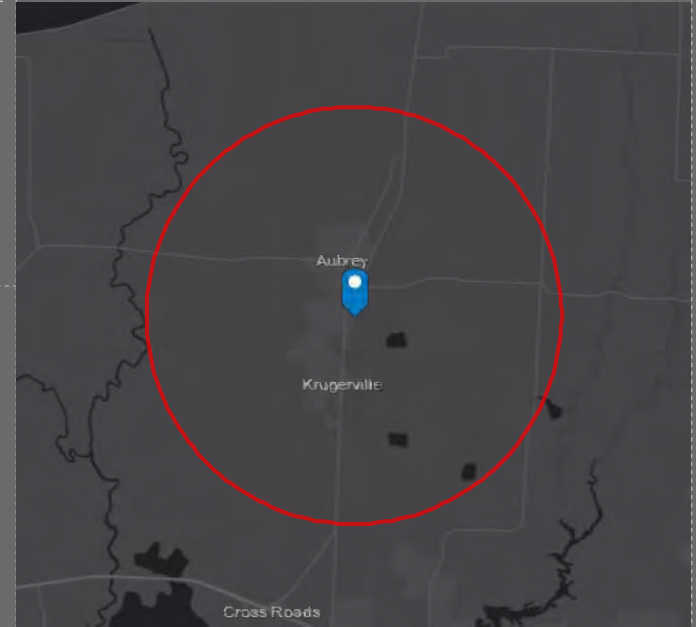


\$322,541

Median Net Worth



HOUSEHOLD INCOME



### EMPLOYMENT



75.1%

White Collar



13.8%

Blue Collar



13.2%

Services

2.3%

Unemployment Rate

Source: This infographic contains data provided by Esri (2023, 2028). © 2024 Esri

## DEMOGRAPHIC SUMMARY

Highmeadow Dr, Aubrey, Texas, 76227

Ring of 5 miles

### KEY FACTS

**34,593**

Population

**37.1**

Median Age



**12,580**

Households

**\$81,599**

Median Disposable Income

### EDUCATION

**5.1%**

No High School Diploma



**20.5%**

High School Graduate



**30.5%**

Some College/  
Associate's Degree



**43.9%**

Bachelor's/Grad/Prof Degree

### INCOME



**\$97,365**

Median Household Income



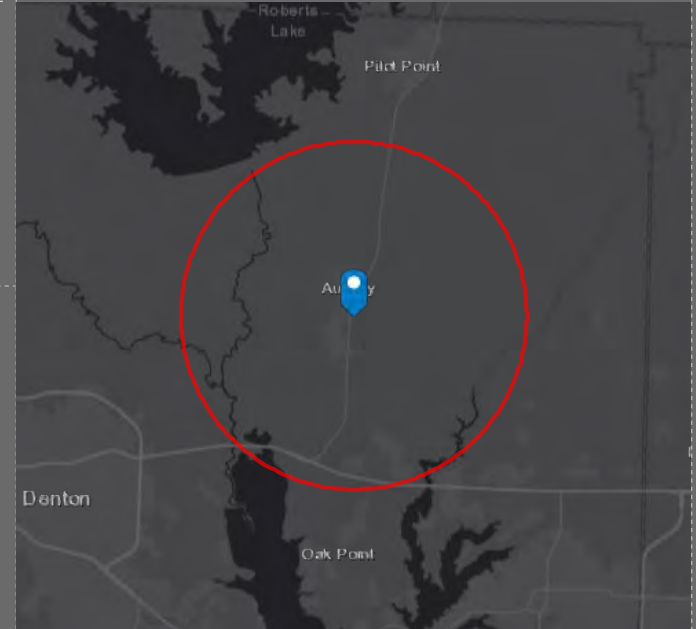
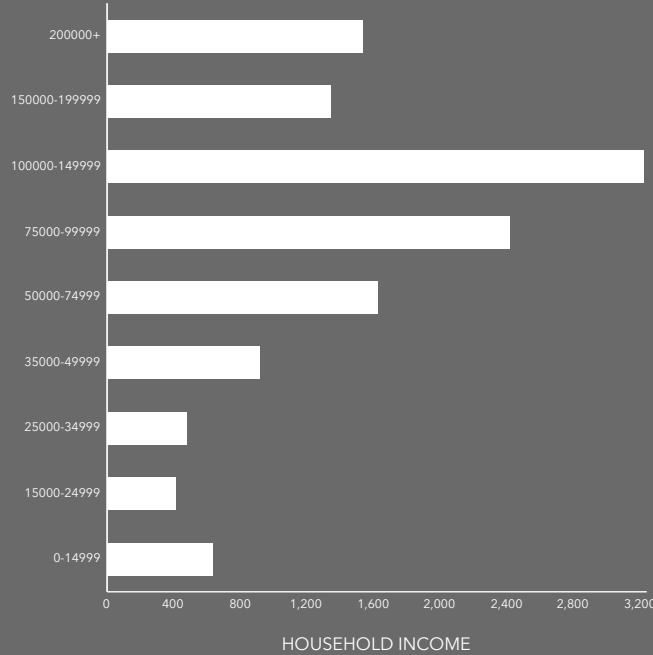
**\$44,906**

Per Capita Income



**\$289,877**

Median Net Worth



### EMPLOYMENT

**77.8%**

White Collar

**11.3%**

Blue Collar

**13.3%**

Services

**2.2%**

Unemployment Rate

Source: This infographic contains data provided by Esri (2023, 2028). © 2024 Esri

## DEMOGRAPHIC SUMMARY

Highmeadow Dr, Aubrey, Texas, 76227

Ring of 7 miles

### KEY FACTS

92,992

Population

35.2

Median Age



31,458

Households

\$90,525

Median Disposable Income

### EDUCATION

5.0%

No High School Diploma



18.8%

High School Graduate



28.9%

Some College/  
Associate's Degree



47.3%

Bachelor's/Grad/Prof Degree

### INCOME



\$107,272

Median Household Income



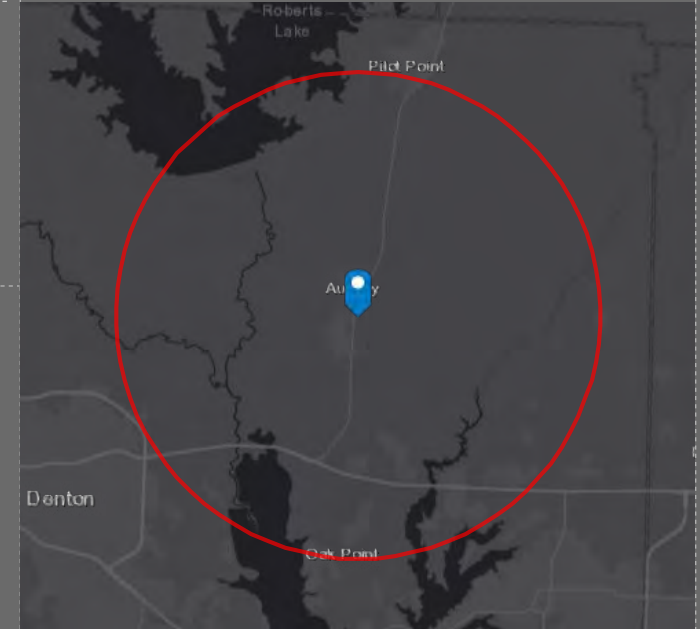
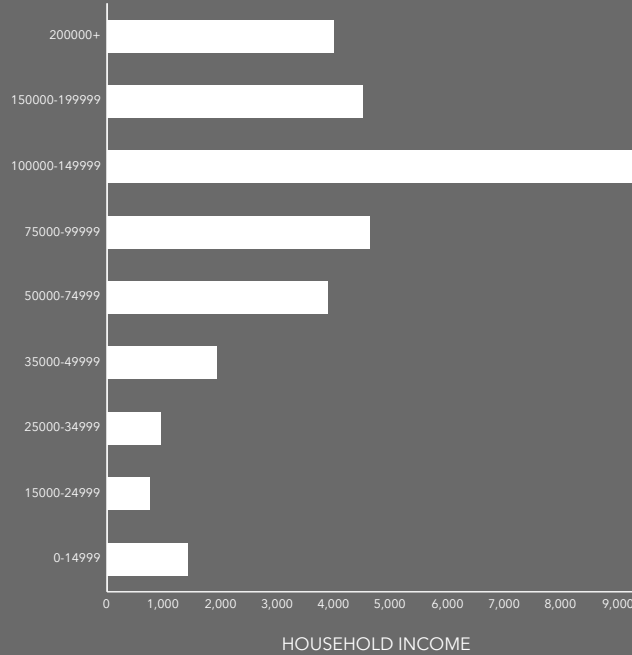
\$44,381

Per Capita Income



\$312,920

Median Net Worth



### EMPLOYMENT



White Collar

78.7%



Blue Collar

12.3%



Services

11.5%

3.0%

Unemployment Rate

Source: This infographic contains data provided by Esri (2023, 2028). © 2024 Esri



# Information About Brokerage Services

Texas law requires all real estate license holders to give the following information about brokerage services to prospective buyers, tenants, sellers and landlords.

## TYPES OF REAL ESTATE LICENSE HOLDERS:

- A BROKER is responsible for all brokerage activities, including acts performed by sales agents sponsored by the broker. A
- SALES AGENT must be sponsored by a broker and works with clients on behalf of the broker.

### A BROKER'S MINIMUM DUTIES REQUIRED BY LAW (A client is the person or party that the broker represents):

- Put the interests of the client above all others, including the broker's own interests;
- Inform the client of any material information about the property or transaction received by the broker;
- Answer the client's questions and present any offer to or counter-offer from the client; and
- Treat all parties to a real estate transaction honestly and fairly.

## A LICENSE HOLDER CAN REPRESENT A PARTY IN A REAL ESTATE TRANSACTION:

**AS AGENT FOR OWNER (SELLER/LANDLORD):** The broker becomes the property owner's agent through an agreement with the owner, usually in a written listing to sell or property management agreement. An owner's agent must perform the broker's minimum duties above and must inform the owner of any material information about the property or transaction known by the agent, including information disclosed to the agent or subagent by the buyer or buyer's agent.

**AS AGENT FOR BUYER/TENANT:** The broker becomes the buyer/tenant's agent by agreeing to represent the buyer, usually through a written representation agreement. A buyer's agent must perform the broker's minimum duties above and must inform the buyer of any material information about the property or transaction known by the agent, including information disclosed to the agent by the seller or seller's agent.

**AS AGENT FOR BOTH - INTERMEDIARY:** To act as an intermediary between the parties the broker must first obtain the written agreement of each party to the transaction. The written agreement must state who will pay the broker and, in conspicuous bold or underlined print, set forth the broker's obligations as an intermediary. A broker who acts as an intermediary:

- Must treat all parties to the transaction impartially and fairly;
- May, with the parties' written consent, appoint a different license holder associated with the broker to each party (owner and buyer) to communicate with, provide opinions and advice to, and carry out the instructions of each party to the transaction.
- Must not, unless specifically authorized in writing to do so by the party, disclose:
  - that the owner will accept a price less than the written asking price;
  - that the buyer/tenant will pay a price greater than the price submitted in a written offer; and
  - any confidential information or any other information that a party specifically instructs the broker in writing not to disclose, unless required to do so by law

**AS SUBAGENT:** A license holder acts as a subagent when aiding a buyer in a transaction without an agreement to represent the buyer. A subagent can assist the buyer but does not represent the buyer and must place the interests of the owner first.

## TO AVOID DISPUTES, ALL AGREEMENTS BETWEEN YOU AND A BROKER SHOULD BE IN WRITING AND CLEARLY ESTABLISH:

- The broker's duties and responsibilities to you, and your obligations under the representation agreement.
- Who will pay the broker for services provided to you, when payment will be made and how the payment will be calculated.

**LICENSE HOLDER CONTACT INFORMATION:** This notice is being provided for information purposes. It does not create an obligation for you to use the broker's services. Please acknowledge receipt of this notice below and retain a copy for your records.

_____	_____	_____	_____
Licensed Broker /Broker Firm Name or Primary Assumed Business Name	License No.	Email	Phone
_____	_____	_____	_____
Designated Broker of Firm	License No.	Email	Phone
_____	_____	_____	_____
Licensed Supervisor of Sales Agent/ Associate	License No.	Email	Phone
_____	_____	_____	_____
Sales Agent/Associate's Name	License No.	Email	Phone

\_\_\_\_\_  
Buyer/Tenant/Seller/Landlord Initials

\_\_\_\_\_  
Date

Regulated by the  
Texas Real Estate Commission

Information available at [www.trec.texas.gov](http://www.trec.texas.gov)